

CLAIMS

We claim:

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by a predetermined type of consumer, said method comprising the steps of:

1. A method for promoting the selection of an item by a predetermined type of consumer, said method comprising the steps of:
 - determining one or more representative activities of said predetermined type of consumer;
 - 10 determining one or more representative uses of said item by said predetermined type of consumer during said one or more representative activities; and
 - 15 creating demand for said item by said predetermined type of consumer based upon said one or more representative uses of said item by said predetermined type of consumer during said one or more representative activities.
2. The method of promoting the selection of an item of claim 1, wherein said step of determining one or more representative activities of said predetermined type of consumer comprises analysis of said one or more representative activities within a predetermined length of time.
- 20 25 3. The method of promoting the selection of an item of claim 1, wherein said step of determining one or more representative activities of said predetermined type of consumer comprises gathering consumer/lifestyle information.
- 30 4. The method of promoting the selection of an item of claim 3, wherein said step of determining one or more representative activities of said predetermined type of consumer comprises analysis of said consumer lifestyle information.

5. The method of promoting the selection of an item of claim 1, wherein said predetermined type of consumer comprises a home category manager and wherein said one or more representative activities is an event selected from the group consisting of wake up, breakfast, in transit to work, in transit to school, morning break, lunch, afternoon break, after school snack, after school sports, after work workout, dinner, social events, evening snack, and shopping.
10. The method of promoting the selection of an item of claim 5, wherein said item comprises a beverage and wherein said one or more representative uses is a need selected from the group consisting of refreshment, lift, meal enhancer, socializer, re-hydration, relaxer, treat, and a tide-me-over.
15. The method of promoting the selection of an item of claim 6, wherein said step of creating demand for said item comprises messaging directed to said home category manager suggesting use of said beverage as said meal enhancer with said dinner.
20. The method of promoting the selection of an item of claim 6, wherein said step of creating demand for said item comprises messaging directed to said home category manager suggesting use of said beverage as said refreshment during said shopping.
25. The method of promoting the selection of an item of claim 1, wherein said predetermined type of consumer comprises blue-collar adults and teens and wherein said one or more representative activities is an event selected from the group consisting of after school, afternoon, and after work.

- 5 10. The method of promoting the selection of an item of claim 9, wherein said item comprises a beverage and wherein said one or more representative uses is a need selected from the group consisting of refreshment, energy, and a tide-me-over.
- 10 11. The method of promoting the selection of an item of claim 10, wherein said step of creating demand for said item comprises messaging directed to said blue-collar adults and teens suggesting use of said beverage as said energizer during said afternoon.
- 15 12. The method of promoting the selection of an item of claim 1, wherein said step of determining one or more representative uses of said item by said predetermined type of consumer during said one or more representative activities comprises gathering of consumer purchase information.
- 20 13. The method of promoting the selection of an item of claim 12, wherein said step of determining one or more representative uses of said item by said predetermined type of consumer during said one or more representative activities comprises analysis of said consumer purchase information.
- 25 14. The method of promoting the selection of an item of consumer of claim 1, wherein said step of creating demand comprises messaging promoting said item as addressing a need associated with said one or more representative uses.
- 30 15. The method of promoting the selection of an item of consumer of claim 1, wherein said step of creating demand comprises messaging associating said item with said one or more representative activities.

16. The method of promoting the selection of an item of claim 1, wherein said step of creating demand for said item comprises selection of one or more brands of said item.
- 5 17. The method of promoting the selection of an item of claim 16, wherein said one or more brands comprise predetermined beverage brands.
- 10 18. The method of promoting the selection of an item of claim 16, wherein said one or more brands of said item is a liquid selected from the group consisting of coffee; tea; water; fruit, vegetable and juice concentrates; fruit, vegetable and juice beverages; isotonic beverages; non-isotonic beverages; milk and milk byproducts; carbonated soft drinks; and soft drink concentrate.
- 15 19. The method of promoting the selection of an item of claim 16, wherein said step of selecting one or more brands comprises selection of one or more food and beverage brands.
- 20 20. The method of promoting the selection of an item of claim 1, wherein said step of creating demand for said item comprises selection of packaging.
- 25 21. The method of promoting the selection of an item of claim 20, wherein said step of selecting packaging comprises selection of a predetermined package.
- 30 22. The method of promoting the selection of an item of claim 20, wherein said packaging comprises immediate consumption packaging.
- 35 23. The method of promoting the selection of an item of claim 20, wherein said packaging comprises future consumption packaging.

24. The method of promoting the selection of an item of claim 1, wherein said step of creating demand for said item comprises selection of merchandising.
- 5 25. The method of promoting the selection of an item of claim 24, wherein said merchandising comprises bundling the location of said item with a different item.
- 10 26. The method of promoting the selection of an item of claim 25, further comprising messaging promoting said bundling of said item with said different item.
- 15 27. The method of promoting the selection of an item of claim 24, wherein said merchandising comprises bundling the offering of said item with a different item.
- 20 28. The method of promoting the selection of an item of claim 27, further comprising messaging promoting said bundling of said item with said different item.
- 25 29. The method of promoting the selection of an item of claim 1, wherein said step of creating demand for said item comprises selection of messaging.
- 30 30. The method of promoting the selection of an item of claim 29, wherein said messaging comprises media advertising.
- 30 31. The method of promoting the selection of an item of claim 30, wherein said messaging is advertising selected from the group consisting of print; radio, television, satellite and cable broadcasting; Internet, e-mail, and computer transmissions; telecommunications; event-based marketing; and direct mail.

32. The method of promoting the selection of an item of claim 29, wherein said messaging comprises in-store displays.
- 5 33. The method of promoting the selection of an item of claim 29, wherein said messaging comprises out-doors displays.
- 10 34. The method of promoting the selection of an item of claim 29, wherein said messaging comprises the name of said item and said one or more representative uses.
- 15 35. The method of promoting the selection of an item of claims 29, wherein said messaging comprises the name of said item and said one or more representative activities.
- 20 36. The method of promoting the selection of an item of claim 1, further comprising the step of determining an environment in which said item is offered.
- 25 37. The method of promoting the selection of an item of claim 36, wherein said environment comprises a retail environment.
- 30 38. The method of promoting the selection of an item of claim 36, wherein said environment comprises a virtual environment.
39. The method of promoting the selection of an item of claim 36, further comprising the step of determining the manner in which said predetermined type of consumer selects said item in said environment.

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40. The method of promoting the selection of an item of claim 39, wherein said step of determining the manner in which said predetermined type of consumer selects said item in said environment comprises consumer intercept surveys.

41. The method of promoting the selection of an item of claim 39, wherein said step of determining the manner in which said predetermined type of consumer selects said item in said environment comprises analysis of transactional data.

42. The method of promoting the selection of an item of claim 39, wherein said manner in which said predetermined type of consumer selects said item comprises a purchasing trip selected from the group consisting of quick mission trips, quick meal solution trips, and stock-up trips.

43. The method of promoting the selection of an item of claim 39, wherein said step of creating demand for said item comprises displays located at a location distant from said environment.

44. A computer-readable medium having computer-executable instructions for performing the steps recited in claim 1.

45. A computer-readable medium having computer-executable instructions for performing the steps recited in claim 39.

46. A method for promoting the selection of an item in a predetermined purchase environment by a predetermined type of consumer, said method comprising the steps of:

5 determining representative activities of said predetermined type of consumer;

determining representative uses for said item by said predetermined type of consumer during said representative activities;

10 determining the manner in which said predetermined type of consumer selects said item in said predetermined shopping environment; and

15 creating demand for said item by said predetermined type of consumer in said predetermined purchase environment based upon said manner in which said predetermined type of consumer selects said item and upon one or more of said uses of said item by said predetermined type of consumer during one or more of said activities.

20 47. The method of promoting the selection of an item of claim 46, wherein said predetermined type of consumer comprises a home category manager and wherein said representative activities is an event selected from the group consisting of wake up, breakfast, in transit to work, in transit to school, morning break, lunch, afternoon break, after school snack, after school sports, after work workout, dinner, social events, evening snack, and shopping.

25 30 48. The method of promoting the selection of an item of claim 47, wherein said item comprises a beverage and wherein said representative use is a need selected from the group consisting of refreshment, lift, meal enhancer, socializer, re-hydration, relaxer, treat, and a tide-me-over.

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49. The method of promoting the selection of an item of claim 48, wherein the manner in which said predetermined type of consumer selects said item comprises a shopping trip selected from the group consisting of quick mission trips and quick meal solution trips.

50. The method of promoting the selection of an item of claim 48, wherein the manner in which said predetermined type of consumer selects said item comprises a stock-up shopping trip.

51. The method of promoting the selection of an item of claim 49, wherein said step of creating demand for said item comprises messaging directed to said home category manager during said quick meal solution trip suggesting use of said beverage as said meal enhancer with said dinner.

52. The method of promoting the selection of an item of claim 50, wherein said step of creating demand for said item comprises messaging directed to said home category manager suggesting use of said beverage as said refreshment during said stock-up shopping trip.

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53. A method for promoting the selection of a beverage by a consumer, comprising the steps of:
determining the daily activities of said consumer;
determining the needs of said consumer for said beverage during said daily activities; and
marketing said beverage in association with said needs of said consumer for said beverage during said daily activities.

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54. A method for determining the effectiveness of an occasioned-based marketing campaign for the selection of an item within a purchasing environment, comprising the steps of:
- 5 determining the number of said items selected within said purchasing environment during a first predetermined interval;
- 10 determining one or more types of shoppers for said item in said purchasing environment;
- 15 determining representative activities of said one or more types of shoppers;
- 20 determining representative uses for said item during said representative activities of said one or more types of shoppers;
- 25 deploying solutions within said purchasing environment to create demand for said item by said one or more types of shoppers based upon one or more of said representative uses of said item during one or more of said representative activities;
- 30 determining the number of said items selected within said purchasing environment during a second predetermined interval, said second predetermined interval occurring after said deploying step; and
- 35 determining the difference between the number of said items purchased during said first predetermined interval and said second predetermined interval.
55. The method for determining the effectiveness of an occasioned-based marketing campaign of claim 54, further comprising the step of determining the average transaction amount for said item.
56. The method for determining the effectiveness of an occasioned-based marketing campaign of claim 55, further comprising the step of determining the average gross profit margin for said item.

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57. The method for determining the effectiveness of an occasion-based marketing campaign of claim 56, further comprising the step of determining the amount of money received based upon said difference between the number of said items purchased during said first predetermined interval and said second predetermined interval, the average transaction amount for said item, and the average gross profit margin for said item.

58. A computer-readable medium having stored thereon a data structure, said data structure comprising:
- 5 a first data field containing data representing one or more activities of a predetermined type of consumer;
- a second data field containing data representing one or more uses of an item by said predetermined type of consumer based upon said data representing one or more activities; and
- 10 a third data field containing data representing one or more marketing solutions for the sale of said item to said predetermined type of consumer based upon said data representing one or more uses of said item.

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59. A method for promoting the use of an item by a predetermined type of consumer, said method comprising the steps of:

- 5 receiving data corresponding to representative activities of said predetermined type of consumer;
- 10 storing said data corresponding to said representative activities of said predetermined type of consumer in a marketing database;
- 15 receiving data corresponding to representative uses of said item by said predetermined type of consumer;
- 20 storing said data corresponding to said representative uses of said item by said predetermined type of consumer in said marketing database;
- 25 determining a relationship between said data corresponding to said representative activities of said predetermined type of consumer and said data corresponding to said representative uses of said item by said predetermined type of consumer; and
- 30 storing said relationship in said marketing database.

20 60. The method for promoting the use of an item of claim 59, further comprising the step of creating messaging associating said item with said relationship.

25 61. The method for promoting the use of an item of claim 60, further comprising the step of storing said messaging in said marketing database.

30 62. The method for promoting the use of an item of claim 61, further comprising the steps of receiving data corresponding to the conversion rate of said predetermined types of consumers in response to said messaging associating said item with said relationship and storing said data corresponding to said conversion rate of said predetermined types of consumers in said marketing database.

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63. The method for promoting the use of an item of
claim 62, further comprising the steps of receiving data
corresponding to the average transaction amount for said item and
storing said data corresponding to said transaction amount in said
marketing database.

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64. The method for promoting the use of an item of
claim 63, further comprising the steps of receiving data
corresponding to the average gross profit margin for said item and
storing said data corresponding to said average gross profit for said
item in said database.

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65. The method for promoting the use of an item of
claim 64, further comprising the step of determining the value of
said messaging based upon said conversion rate, said average
transaction amount for said item, and said average gross profit
margin for said item.

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66. A system for facilitating the use of an item by a predetermined type of consumer comprising:

5 a storage device; and

 a processor connected to said storage device,

 said storage device storing a program for controlling the processor;

 said storage device storing data representing one or more activities of said predetermined type of consumer;

10 said storage device storing data representing one or more needs of said predetermined type of consumer for said item;

 said storage device storing data representing one or more marketing solutions promoting the use of said item by said predetermined type of consumer; and

15 said processor operative with said program to receive a request for said one or more marketing solutions based upon said one or more activities or said one or more needs of said predetermined type of consumer and to provide said one or more marketing solutions.

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2008-01-22